

**MELROSE BUSINESS IMPROVEMENT ASSOCIATION
MELROSE BUSINESS IMPROVEMENT DISTRICT**

**1934 Wilson Avenue
Arcadia, CA 91006**

September 3, 2014

Honorable Paul Koretz
City Councilman CD5
City of Los Angeles
200 N. Spring Street, Room 440
Los Angeles, CA 90012

Re: Melrose Avenue Streetscape Needs

Honorable Councilman Koretz:

This letter is written to request critical City support for infrastructure maintenance along Melrose Avenue that is really beyond the Business Improvement District's purview. We really appreciate past support from your office and hope you agree that these relatively small yet unique maintenance concerns are most appropriately handled by the City as soon as they can be scheduled.

After walking Melrose Avenue the other day, we identified the following maintenance needs should be addressed as soon as possible:

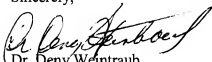
1. Many City parking signs (such as the high one located at the SEC of Melrose and Curson (for east bound Melrose traffic) and another high located at the NEC of Melrose and Curson (for north bound Curson traffic) are so obliterated with stickers that they cannot be read. The height of these signs requires a bucket truck to services them.
2. All City fire hydrants should be re-painted for visibility.

The Melrose Business Improvement Association is a 501c6 non-profit corporation that manages the Melrose Business Improvement District ("BID") under contract with the City of Los Angeles City Clerk's Office. It's mission is to pro-actively work to revitalize and enhance the commercial vitality of Melrose Avenue between Highland and Fairfax Avenues by providing the following improvements and activities: ambassador / security services including parking

management; landscape, sanitation, and beautification services; marketing and promotions; new business attraction; and, policy advocacy on behalf of its stakeholders.

As we may assist further in any way, please contact me.

Sincerely,



Dr. Deny Weintraub

President

C: Melrose BID Board of Directors
Executive Director
Mr. John Darnell, CD5